

PLANNING STATEMENT

Rosemay Hotel, 116–118 Church Road, Hayes, UB3 2LW
Proposed Second-Floor Extension (North Boundary)
Prepared for: Rosemay Hotels Ltd, 116–118 Church Road, Hayes, UB3 2LW
Prepared by: RIDE Architects
Date: November 2025
Application Type: Full Planning Application

This Planning Statement has been prepared by RIDE Architects on behalf of the Rosemay Hotel to accompany a Full Planning Application for a modest second-floor extension along the north boundary of the site at 116–118 Church Road, Hayes.

The proposal forms part of the hotel's phased improvement works, following the successful refurbishment approved by the London Borough of Hillingdon under Ref: 7772/APP/2021/4495 and Red: 7772/APP/2023/623. The earlier application delivered extensive upgrades and extension works that preserved the building's architectural heritage and character while improving the hotel's overall capacity and efficiency.

The current scheme proposes a small-scale addition providing five rooms (two staff accommodation rooms, one single guest room, one small conference room, and one meeting room). Importantly, the extension is located to the rear (north boundary) of the site and does not form part of the locally listed section of the building that fronts Church Road and St Mary's Road.

This Statement demonstrates that the proposal accords with the National Planning Policy Framework (2023), London Plan (2021), and Hillingdon Local Plan (2020), representing a proportionate and appropriate enhancement to an established and valued hotel within the Hayes Village Conservation Area.

1. Introduction

1.1 RIDE Architects has been appointed by Rosemay Hotels Ltd, to prepare this Planning Statement in support of a Full Planning Application for a second-floor extension to the north boundary of the property at 116-118 Church Road, Hayes.

1.2 The Rosemay Hotel operates within a restored, locally listed building of recognised historic importance. The current application seeks to introduce a small number of additional, well-integrated accommodation and meeting spaces, responding to increased operational demand while maintaining the architectural significance of the building.

1.3 This Planning Statement provides:

- Context and planning history for the site;
- A description of the proposed development;
- An assessment against national, regional, and local planning policies;
- Evaluation of design, heritage, environmental, and amenity considerations; and
- A concluding planning balance demonstrating policy compliance.

1.4 The following proposed drawings prepared by PTP Architects London Ltd accompany this application:

- FHH-PP-100-Roof Plan as Existing
- FHH-PP-201-Second floor as proposed RevB
- FHH-PP-202-Roof plan as proposed RevA
- FHH-PP-203-Section A, C, D as proposed RevB
- FHH-PP-204-North elevation and Section B as proposed REV A
- FHH-PP-205-Site Sections Comparison and Proposed Site Plan
- FHH-PP-206-Views as Existing-Proposed

2. Site and Surrounding Context

2.1 The site is located at 116-118 Church Road, at the junction with St Mary's Road, within Hayes Village, in the London Borough of Hillingdon. The property occupies a prominent corner position at the southern gateway to the Hayes Village Conservation Area, a designated area recognised for its traditional architectural character, mature landscaping, and historic street pattern.

The hotel sits inside both the Hayes Village Conservation Area and the Hayes Archaeological Priority Area, an area of archaeological interest associated with early settlement patterns along Church Road and the historic village core. There is no known, published records or evidence to support any archaeological interest associated to the site.

Vehicular access is provided from Church Road and St Mary's Road, with on-site parking for eight vehicles including one accessible space. The site is well connected by public transport, with several bus routes serving Church Road and Hayes & Harlington Station (Elizabeth Line) within walking distance.

2.2 The Rosemay Hotel (formerly Fountain House Hotel) is a detached, two-to-three-storey building dating from circa 1897-1912. It was originally built as The Hawthorns School and later converted into a hotel. The building is now recognised as a locally listed heritage asset due to its architectural and cultural significance, notably its association with George Orwell (Eric Blair), who taught here during his early career.

The main section of the building fronts Church Road and is constructed in red and London stock brick with areas of render, detailed brick banding, and clay-tiled pitched roofs forming a distinctive twin-gabled frontage. This element defines the site's contribution to the character and appearance of the Conservation Area.

To the rear and along the north boundary, the building has been extended incrementally over time, with twentieth-century additions of limited architectural interest. These later sections are not locally listed, and therefore have low heritage significance, providing a logical and appropriate location for modest expansion.

2.3 The Hayes Village Conservation Area Appraisal (2015) identifies Church Road as a key historic route defined by red-brick buildings, pitched roofs, and mature tree planting. Buildings in this part of the Conservation Area are typically two to three storeys, with strong vertical proportions and traditional detailing.

Within this context, the Rosemay Hotel contributes positively through its corner siting, domestic scale, and traditional materials, which together create a sense of enclosure at the junction with St Mary's Road. The twin-gabled frontage provides a visual anchor within the local townscape and marks the transition between the residential and commercial elements of Hayes Village.

The site's northern boundary adjoins a coach parking yard, which provides physical separation from nearby properties. Residential dwellings are located to the south and west, though views toward the hotel are screened by mature vegetation and the established street pattern.

The building's setback from the pavement edge, low boundary walls, and mature landscaping contribute to a softened edge along Church Road and St. Mary's Road, helping the property sit comfortably within the Conservation Area's established character.

3. Planning History

3.1 The site benefits from a recent and comprehensive planning approval under Ref: 7772/APP/2023/623, granted by the London Borough of Hillingdon in June 2022, for "Refurbishment and extensions to existing hotel including internal and external alterations, new café use at ground floor, and associated landscaping."

3.2 That application was supported by a full suite of professional reports – including a Heritage Statement, Design & Access Statement, Planning Statement, Transport Statement, Air Quality, Noise, and Arboricultural Reports – all reviewed and approved by the Council. The works have since been implemented successfully, delivering a high-quality refurbishment that respected the building's heritage and enhanced its operational viability.

3.3 The current proposal represents a modest addition to the consented scheme. It introduces a small, second-floor extension along the north boundary, located entirely over a non-listed, later addition.

This distinction is important: the proposed works are not part of the locally listed section fronting Church Road and St Mary's Road and therefore have no direct impact on the listed fabric of the building.

4. The Proposed Development

4.1 The proposal seeks permission for a second-floor extension along the north boundary of the site to accommodate five additional rooms comprising:

- Two staff accommodation rooms;
- One single guest bedroom;
- One meeting room; and
- One small conference room.

4.2 The extension aligns with the existing building footprint and maintains the same ridge height as the adjoining east elevation. The extended roof and walls have matching clay plain tiles so that the material palette replicates the existing structure to ensure seamless integration. External walls will be constructed to match the existing north elevation, and the roof will be finished using the original plain clay tiles consistent with the wider building.

All windows will be integrated to suit the fenestration proportions. No alterations are proposed to the approved and completed façades, access points, or parking layout.

4.3 As illustrated on FHH-PP-206-Views as Existing-Proposed, the additional floor is modest in scale and virtually concealed from public viewpoints along Church Road and St Mary's Road. The north boundary adjoins a coach car park, ensuring no effect on residential outlook, daylight, or privacy.

5. Design and Heritage Considerations

5.1 The proposal continues the architectural language established by the 2022 approval. It respects the proportions, detailing and materials of the existing structure, ensuring that the extension reads as a subordinate yet harmonious addition.

The roofline aligns with the adjoining east elevation to maintain visual continuity and avoid dominance. The overall strategy focuses on:

- Subservience to the locally listed facade;
- Matching existing materials and architectural approach;
- Preservation of key views and vistas identified along Freemans Lane; and
- Minimal visual and physical impact on the Hayes Village Conservation Area.

5.2 The Rosemay Hotel (formerly Fountain House Hotel) is a locally listed, non-designated heritage asset situated within the Hayes Village Conservation Area. The building dates from circa 1897-1912 and was originally constructed as The Hawthorns School, where the author George Orwell (Eric Blair) taught as Senior Master. This association contributes to its historical and cultural value, forming an important part of its local significance.

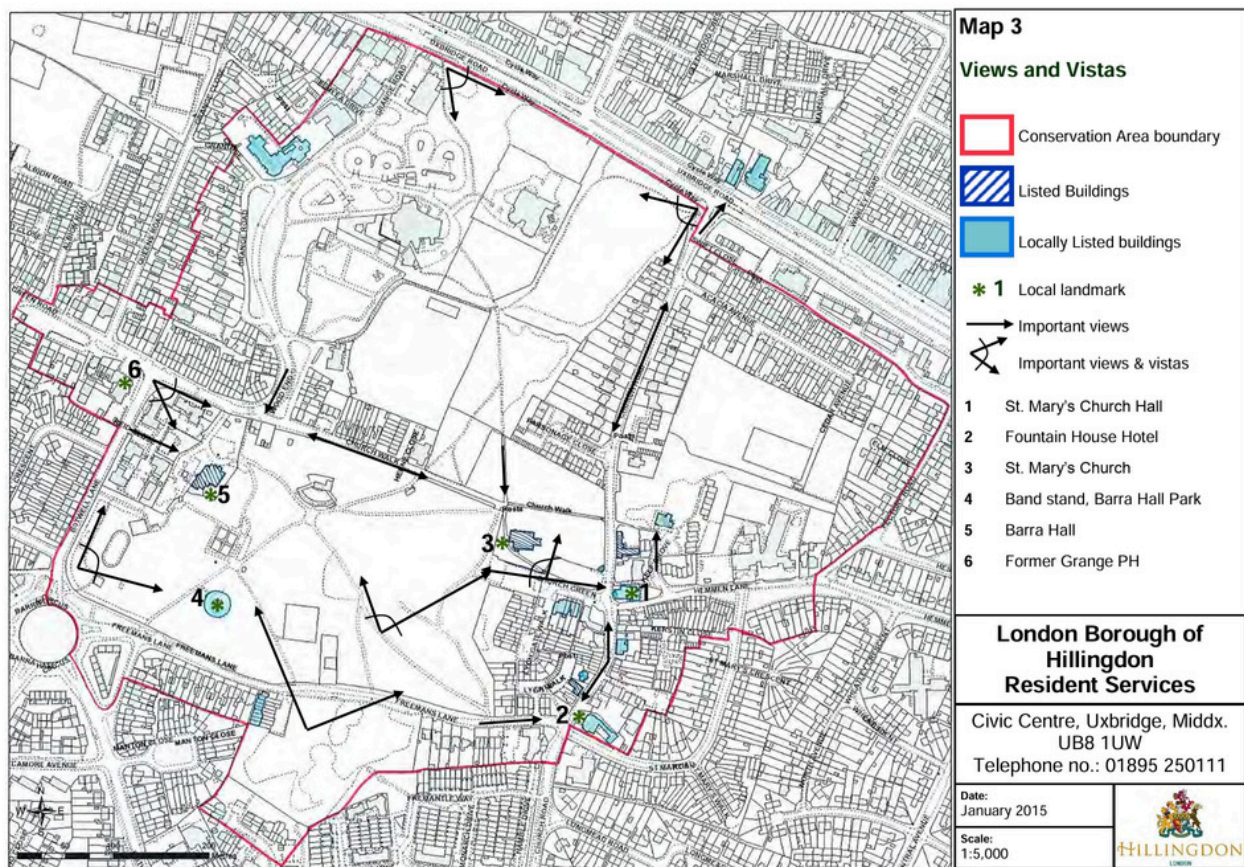
5.3 In accordance with the NPPF, the Rosemay Hotel is considered to be of medium heritage interest, while the Hayes Village Conservation Area is of high significance. Although the building itself possesses limited architectural merit compared to others within the conservation area, its form, siting, and historic association with George Orwell collectively elevate its significance to a medium level of interest.

5.4 The main building, fronting Church Road, retains the key architectural features that express this significance—its twin-gabled façade, red and London stock brickwork, and clay-tiled pitched roofs. In contrast, the northern and rear wings are later twentieth-century additions of low heritage significance that are not locally listed.

The proposed second-floor extension is confined entirely to this non-listed northern section, ensuring that the parts of the building and setting which embody its historical association with Orwell and its contribution to the Conservation Area remain unaffected.

5.5 In accordance with paragraphs 197-203 of the NPPF (2023), the proposal results in no harm to the significance of the heritage asset or the Conservation Area. The extension maintains the established roof profile of the locally listed main building, matches existing roofing materials, and avoids any alteration to the principal elevations.

The Hayes Village Conservation Area Appraisal (2015) identifies Church Road as an area of architectural and historic interest, where varied roof forms and traditional materials define its special character. The proposed works uphold these qualities by reinforcing the existing rhythm of the roofscape and by limiting new development to a visually recessive location that does not intrude upon the key views and vistas described in the Appraisal.



5.6 The diagram above taken from Hayes Village Conservation Area Appraisal indicates the significance of the view along Freemans Lane. It also acts as a gateway feature at the entrance to the Conservation Area from the south.

View 2 shows the view east along Freemans Lane, at the end of road is Rosemay Hotel, originally named Fountain House Hotel. The proposed addition is located to the northern face of the building therefore the vista stated in the Hayes Village Conservation Area Appraisal from Freeman Lane will be retained and the addition is not visible from this view.

Accordingly, the design preserves the defining architectural characteristics of the site and sustains its optimum viable use as a boutique hotel, fully consistent with national, regional and local heritage policy.

6. Planning Policy Context

The proposal has been assessed against the National Planning Policy Framework (NPPF 2023), the London Plan (2021), and the Hillingdon Local Plan: Part 1 (2012) and Part 2 (2020) Development Management Policies.

Collectively, these documents provide the statutory framework for managing development within Hillingdon and specifically for proposals affecting locally listed buildings and Conservation Areas.

6.1 National Planning Policy Framework (NPPF 2023)

- The NPPF sets out the Government's planning policies for England and establishes a presumption in favour of sustainable development.
- Paragraph 11 supports development proposals that accord with the Development Plan without delay.
- Paragraph 197 requires local authorities to give "great weight" to the conservation of heritage assets.
- Paragraph 199-202 state that proposals causing less than substantial harm to the significance of a heritage asset should be weighed against the public benefits of the scheme, including securing its optimum viable use.
- Paragraph 206 encourages new development within Conservation Areas to enhance or better reveal their significance, treating proposals that preserve positive elements of the setting favourably.

The current proposal fully aligns with these principles:

- The building does provide architectural interest principally via its cross road location, its architectural expression is limited to this and therefore the majority of the site is of limited value. The proposal preserves and enhances the significance of the locally listed Rosemay Hotel by confining development to non-listed fabric and maintaining the architectural value of the local listing.
- It maintains the character and appearance of the Hayes Village Conservation Area, through careful attention to scale, form, and materials, the proposed additions are not visible from Freemans Lane.
- It supports economic sustainability by allowing the continued viable use of the building as a boutique hotel, thereby securing its long-term growth.

6.2 The London Plan (2021)

- **Policy D4** – Delivering Good Design: Requires development to respond positively to local context, character, and heritage. There is no distinguishing or distinct architectural language within the building and its decorative form is limited. The building does provide architectural interest principally via its cross road location, and its architectural expression maintains the locally listed features. The extension achieves this through its subservient form, matching materials, and retention of the existing roofline sited away from the heritage asset.
- **Policy HC1** – Heritage Conservation and Growth: The proposal seeks to sustain and enhance the significance of the locally listed building. The proposed works represent no intervention to the locally listed building in order to facilitate the building's adaptation. The retention of the heritage character along the front elevation is key, while the increase in built form to the northern boundary, follows a logical and coherent methodology. Overall, the proposal does not cause any harm to the heritage asset.
- **Policy E10** – Visitor Infrastructure: This policy supports the enhancement of existing hotel facilities in sustainable and accessible locations. The Rosemay Hotel continues to attract an increasing number of corporate guests linked to Heathrow and local business parks, with frequent requests for private meeting and conference rooms to host face-to-face and virtual meetings. The proposed extension directly responds to this demand by providing dedicated meeting facilities and additional accommodation, improving the hotel's service offering and ensuring it remains competitive while supporting Hillingdon's visitor economy in accordance with Policy E10.
- **Policy SI 2** – Minimising Greenhouse Gas Emissions: The proposal encourages efficient building adaptation and reuse of existing roof tiles. The proposal achieves this by extending an existing structure rather than constructing new standalone accommodation.

6.3 Hillingdon Local Plan (Part 1 and 2)

- **Policy DMHB 3 – Locally Listed Buildings** – The proposal seeks to retain the significance and setting of locally listed buildings. In general the building has limited group value with adjacent buildings in that the hotel was a later building whereas the conservation area consists of earlier 17/18 & 19th Century buildings. The proposal does not affect the Church Road frontage (the locally listed element) and maintains the integrity of the building's historic features.
- **Policy DMHB 4 – Conservation Areas** – Requires new development to preserve or enhance the character and appearance of Conservation Areas. The proposal accords with this by maintaining the established rooflines, locating the extension to the rear, and by re-using the plain clay roof tiling to face the new construction. The new extension is outside important local views and vistas identified within the Hayes Village Conservation Area Appraisal (2015).
- **Policy DMHB 11 – Design of New Development** – Requires new development to harmonise with local scale, form, and materials. The proposed extension mirrors the host building's height, eaves, and ridge levels, ensuring architectural consistency and materiality.
- **Policy DME 5 – Hotels and Visitor Accommodation** – Supports extensions to existing hotels in accessible locations such as Hayes. The Rosemay Hotel is ideally located close to Heathrow and public transport and benefits from an existing established use. The proposal shows a commercial appetite in the area and continued growth.
- **Policy DME 6 – Accessible Hotels** – Requires inclusive access in hotel developments. The proposal maintains the accessibility improvements implemented under the 2022 approval, ensuring continued compliance with this policy.
- **Policy DMEI 14 – Air Quality** – Encourages developments to be air-quality neutral. The site already benefits from approved environmental mitigation measures and no material changes are proposed that would increase emissions or vehicle use. The additional rooms are ancillary to the hotel use and as such would not be detrimental to the air quality within the local area.

7. Key Planning Considerations

7.1 The extension is wholly contained within the rear, non-listed section of the property. The locally listed frontage remains untouched. The proposal preserves the architectural character, significant views and vistas, and the wider setting of the Conservation Area.

7.2 Eight on-site parking spaces, including one accessible bay, are retained. The hotel's proximity to Hayes & Harlington Station and local bus routes ensures excellent accessibility. The majority of guests use public transport, taxi, or ride-share services; therefore, the proposal introduces no increase in traffic or parking demand. Since the hotel has opened, there has been very little demand for on-site parking, despite it being available.

7.3 Access arrangements remain unchanged. All public areas, accessible bedrooms, and ground-floor facilities remain consistent with the approved 2022 layout. The design continues to comply with Policy DME6 and relevant accessibility standards.

7.4 The extension sits along the north boundary, adjoining a coach car park. There is no overlooking, overshadowing, or overbearing impact on neighbouring uses. The proposal therefore causes no adverse impact on residential amenity.

7.5 Environmental impacts such as air quality and noise were addressed in the 2022 application. The current proposal is modest and does not materially alter those findings. Sustainable materials and construction methods will be employed, ensuring minimal environmental impact.

8. Sustainability and Operational Benefits

8.1 The proposal represents a sustainable and efficient form of development that builds upon the recently refurbished structure rather than replacing it. By adapting and re-using the existing building fabric, the scheme avoids demolition waste and reduces embodied carbon in line with London Plan Policy SI 2 and NPPF paragraph 157.

Construction will employ locally sourced materials to match existing brickwork and the existing roof tiles will be re-used to face the new extension, minimising transport emissions. The hotel already benefits from modern services introduced during the 2022 refurbishment, including efficient heating and lighting systems, EV charging points, and dedicated recycling facilities. These features will remain in operation.

The inclusion of on-site staff accommodation reduces daily commuting, lowering vehicle movements and supporting local employment retention. Sustainable travel is further encouraged through proximity to Hayes & Harlington Station and nearby bus routes, ensuring the hotel remains accessible without reliance on private cars.

8.2 Operationally, the extension allows the Rosemay Hotel to respond to increasing demand from both leisure and business travellers, particularly those connected to Heathrow Airport and nearby business districts. The hotel has seen a steady rise in corporate guests seeking flexible accommodation and meeting spaces. It frequently receives requests for private meeting and conference rooms to host face-to-face and virtual meetings. Providing these facilities ensures the hotel remains competitive, supports local business activity, and strengthens Hayes' role as a convenient destination for business travellers.

The additional rooms and meeting spaces will enhance the hotel's efficiency and service quality, enabling it to accommodate long-stay guests, corporate bookings, and small events. This directly supports the aims of London Plan Policy E10 and Hillingdon Local Plan Policy DME5, which encourage the improvement of visitor infrastructure in accessible, well-connected locations.

Economically, the proposal contributes to the local visitor economy by supporting employment, increasing footfall to surrounding businesses, and securing the long-term viability of this established hotel. The modest capacity increase—from 29 to 34 rooms—ensures continued growth without intensifying parking or transport impacts.

From a community perspective, the development safeguards the active use and maintenance of a locally significant heritage asset, preventing underuse or deterioration and maintaining its positive contribution to the Conservation Area. The new meeting facilities also provide opportunities for local business and community use, reinforcing the site's value to the wider Hayes area.

9. Conclusion

9.1 The proposed second-floor extension to the non-listed rear wing of the Rosemay Hotel represents a proportionate and heritage-led enhancement to an established and valued local business. The scheme preserves the architectural and historic significance of the locally listed building and the Hayes Village Conservation Area, introducing a modest, well-integrated addition that supports operational growth while maintaining the site's long-term upkeep. The design follows existing rooflines, proportions and materials, ensuring full visual integration and no harm to the important views and vistas identified within the Hayes Village Conservation Area Appraisal (2015).

9.2 In operational terms, the extension enhances efficiency by providing staff accommodation, additional guest capacity, and dedicated meeting and conference rooms responding to a growing corporate client base. These facilities allow the hotel to meet rising demand from business travellers seeking spaces for face-to-face and virtual meetings, ensuring the business remains competitive and adaptable to modern working patterns.

In economic terms, the proposal strengthens the local visitor economy by supporting employment, sustaining a viable hospitality use close to Heathrow Airport, and generating ongoing revenue that contributes to the vitality of Hayes Village. The improved service offer reinforces Hayes' role as a convenient destination for both leisure and corporate guests.

In community terms, the scheme secures the continued active use and maintenance of a locally significant heritage asset, preventing under-use or deterioration and retaining its positive contribution to the streetscape. The meeting and conference spaces also create opportunities for local business and community engagement, enhancing the building's social value.

9.3 The development fully accords with the National Planning Policy Framework (2023), the London Plan (2021) and the Hillingdon Local Plan (2020). It achieves the three dimensions of sustainable development; environmental, economic, and social. By preserving heritage significance, promoting low-impact growth, and delivering tangible community benefit.

Accordingly, the proposal represents a balanced and sustainable form of development that upholds the aims of national and local planning policy, and it is respectfully submitted that planning permission should be granted.

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